

Research article

Using Marketing Mix and Brand Image As Marketing Strategy for Islamic Educational Institutions

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Abstract.

This article discusses the effectiveness of using a combination of the marketing mix and brand image as a marketing strategy for educational services at Islamic educational institutions. The strategy is motivated by efforts to create quality and competitive Islamic educational institutions. Considering the current globalization, people as consumers of education are being very selective in choosing educational institutions for their children. Effective marketing of educational services creates conducive and stable marketing conditions and has a positive impact on all the parties involved. Applying the marketing mix and brand image as a marketing strategy for educational services is expected to increase public interest and thereby increase the number of students. Therefore, a systematic literature review was done. Based on the results from several Islamic educational institutions, it was proved that the application of marketing mix and brand image has an impact on the beliefs and interests of the community, especially the Muslim community, both with traditional and modern backgrounds as the targeted consumers of the Islamic educational services.

Keywords: marketing mix, brand image, marketing strategy, education services

1. Introduction

It has become an unavoidable fact that competition between educational institutions is getting stronger and more competitive. Major changes will be experienced by schools which are formal education in the form of a global education environment. All forms of educational products that are not of good quality and quality will be marginalized. The implication of this is a fact that proves that in order to send their children to school, they are good at sorting and choosing which educational institutions are qualified and suitable for their children [1].

When looking at an educational institution from the perspective of a corporation, an educational institution is a production organization that produces educational services

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purchased by consumers. If producers are not able to market their products, in this case educational services, because the quality cannot satisfy consumers, then the production services offered are not sold. This means that educational institutions that process educational services are not able to satisfy user educations according to market needs, even these educational institutions will not apply to continue to exist [2].

When approaching the acceptance of new students, advertisements from schools will appear, both in print media, electronic media and social media. This is done as a step in implementing a marketing strategy. The purpose of all of that is to become an attraction, attention and interest for education customers, in this case the community or prospective students. A healthy and dynamic competitive culture is born from competition from educational institutions that implement good marketing strategies [3].

One strategy to influence purchasing decisions is to apply a marketing mix. The marketing mix consists of 7 variables, which include: product, price, place, promotion, people, physical facilities, and process [4]. Not only that, there are other things, namely brand image which is an important consideration for prospective students to make their choices [5]. One of the right steps is to give the public a good (positive) brand image [6]. The research (RQi) discussed in this paper are:

Research Question 1 (RQ1): How is the implementation of the marketing mix as a marketing strategy for educational services, as stated in the existing research?

Research Question 2 (RQ2): How is the implementation of brand image as a marketing strategy for educational services, as stated in the existing research?

Research Question 3 (RQ3): What factors in the application of the marketing mix and brand image as a marketing strategy for educational services have not received the attention of researchers?

This article is a research that provides a comprehensive overview of the marketing strategy of educational services. We begin in Part 2, by describing the implementation of the marketing mix and brand image as an educational services marketing strategy. Section 3 describes the literature review method used. Section 4 reports on some of our findings, Section 5 answers the research questions and Section 6 ends with conclusions related to the research.

1.1. Education Services Marketing Strategy

The implementation of an effective planned marketing strategy is a major determinant of the performance of an operating company. However, little is known about the specific drivers and nature of implementing effective marketing strategies. In this study, we

compiled several literatures related to implementation in marketing and management strategies to develop a new conception of the effectiveness of implementing marketing strategies. The effective implementation of the planned marketing strategy greatly contributes to the market and performance. Apart from that, marketing capabilities also play an important role in implementing effective marketing strategies in business operations [7].

Marketing in the context of educational services is a social and managerial process to get what is needed and wanted through creating offers, exchanging products of value with other parties in the field of education. The ethics of marketing services in the world of education is to offer quality intellectual services and overall character building [8]. Educational service marketing strategy to be able to increase the quantity of students in the world of education [9]

1.2. Marketing Mix

Marketing mix is a marketing strategy that is implemented in an integrated manner or a marketing strategy that is carried out simultaneously. This strategy is used by applying the strategic elements in the marketing mix itself [10].

Traditionally, the marketing mix is known as the 4 P's, namely Product, Promotion, Price, and Place. It is a theory in marketing management and a widely used managerial tool to help identify the main components of a product [11].

In the service sector, there are 7Ps, namely product, price, place, promotion, people, process and physical evidence. Marketing mix efforts need to be directed so that it can generate marketing stimuli (marketing impulses) [12]. The 7P marketing mix variables together have a positive and significant effect on impulse buying which has supported the sale of goods moderated by the uniqueness of a study program termed a niche market [12]. Marketing mix has a positive and significant effect on brand image [13].

In the twentieth century, the value-creation chain features parties who play clearly defined roles with respect to a particular marketing mix instrument: manufacturers develop, produce, and advertise products. The retailer distributes the product and sets the price faced by the consumer. Thus, manufacturers have more control over the top funnel marketing activities related to advertising, branding and product innovation. The retailer is responsible for bottom funnel activities related to distribution, pricing, and promotion [14].

1.3. Brand Image

Most of the research on brand image to date is still focused on product and service images, but relatively few studies have focused on corporate brand image [15]. To obtain the target brand image, the company develops various activities to manage the brand as an asset [16]. Brand image has an important role in increasing customer loyalty [10].

There are two main components of brand image, namely functional and affective dimensions. What is meant by functional dimensions are dimensions that have tangible and measurable characteristics. On the other hand, the affective dimension is related to psychology, feelings and attitudes towards the company [17]. Brands can increase market share while reducing costs and contribute to brand understanding and spreading positive word of mouth [18].

2. Research Methodology

This systematic literature review method is carried out by collecting national and international accredited articles or journals accessed from Scopus, SINTA, lens.org and through general search engines, such as Google Scholar, which are used to collect various relevant sources by using keywords can document and review all related articles. Then review, evaluate, and interpret all available research. In this kind of method, the researcher reviews and identifies journals in a structured manner in each process. The purpose of this systematic literature review is to provide answers to the three research questions mentioned in the introduction.

In this review, we collected material related to the timeframe between 2016-2021, to generate recently published literature, as well as research work published in the early stages of field development. The methodology adopted in the prismatic systematic literature review is as depicted in Figure ??.

The research methodology includes the following phases:

1. Phase 1 is Identification: There are 1829 literatures that have been found by searching all databases using the keywords: “marketing mix, brand image, education services, marketing strategy”.
2. Phase 2 is Screening: After the initial screening was carried out, 1523 were found which were irrelevant because they were outside the scope or context. Furthermore, a more focused search is carried out using subject matter.

3. Phase 3 is Feasibility: From the initial search results there were 1829 literatures and then 306 literatures were found by analyzing document abstracts. In that case only relevant studies are retained.
4. Phase 4 is Inclusion: Of all the remaining papers, 250 papers are recorded in a structured and systematic format. The papers have been read, and the final stage of the elimination process is to eliminate all but 18 papers.
5. Phase 5 is Profile table: A profile table is made for 18 sources that are considered quite relevant to the topic of this research and then stored for detailed analysis.

3. Findings

As mentioned in the previous section, only 18 studies were retained for intensive analysis. The studies were classified according to: (1) relevance, (2) the country where the study was conducted, and (3) the methodology adopted.

3.1. Country

Regarding the country or region where the research was conducted, there were: eleven in Indonesia, two in Japan, two in the USA, one in the Netherlands, one in China and one in India. Of the various studies conducted, most studies do not have a specific focus on a particular country. However, some of them mention the state as part of the supporting evidence.

3.2. Focus Paper

The focus of publication papers is divided into 3 categories, which reflect their focus. from 18 sources:

1. Marketing mix - Definition: 6 (six) studies explore the core meaning of the term "Marketing mix" (eg definition, terminology, impact).
2. Brand image - Definition: 7 (seven) studies explore the core meaning of the term "Brand image" (eg definition, terminology, impact).
3. Educational services marketing strategy - Definition: 5 (five) studies explore the core meaning of the term "Educational services marketing strategy" (eg definition, terminology, impact).

3.3. Discussion

One of the marketing tools used to influence buying or choosing decisions is the marketing mix, where for the service sector it consists of 7Ps, namely product, price, place, promotion, people, process and physical evidence [12]. Educational institutions should be aware of the importance of implementing a marketing mix, the principle is that where there are products, buyers, and sellers, there must be a market, and where there is an automatic market there is competition. By being aware of the existence of competition, as far as possible, educational institutions are aware that all activities that occur in educational institutions become a brand image, where the brand image is the first point of assessment for consumers to bargain until they finally buy the educational services they have.[2]. Articles reviewed by search engines found the following articles:

4. Answering the Research Questions

We will now return to our three research questions:

RQ1: How to implement the marketing mix as a marketing strategy for educational services?

The dimensions that are not revealed in our research indicate that the application of the marketing mix as a marketing strategy for educational services is very effective in the progress of an educational institution both in terms of quality and quantity.

RQ2: How to implement the brand image as a marketing strategy for educational services?

The dimensions revealed in our research show that the application of brand image as a marketing strategy for educational services really brings about the progress of an educational institution both in quality and quantity.

RQ3: What aspects of the implementation of the marketing mix and brand image as a marketing strategy for educational services have not received the attention of researchers?

The marketing mix used in the analysis is the 7P concept which consists of the traditional 4Ps, namely: product, price, place, and promotion. Coupled with special 3Ps for marketing services, namely: people, physical evidence, and processes. However, what researchers rarely pay attention to are people, physical evidence, and processes. In addition, the brand consists of 4 aspects: attributes, benefits, values, and personality as well as images related to something attached to a product or service in the eyes of consumers.

TABLE 1: Related Search Results Article Implementation Of Marketing Mix And Brand Image As Educational Services Marketing Strategy In Islamic Education Institutions.

Author/s	Journal/Proceeding	Title	Conclusion
S. E. Y. Waluyo	JEBDEER: Journal of Entrepreneurship, Business Development and Economic Educations Research	Analisa pengaruh lokasi, biaya dan kualitas pendidikan terhadap minat siswa memilih sekolah SMA Muhammadiyah 2 Mojokerto	Location and cost variables partially proved to have a significant effect on students' interest in choosing schools at SMA Muhammadiyah 2 Mojokerto
F. Dwiyama	Adaara: Jurnal Manajemen Pendidikan Islam	Brand Image: Upaya Memasarkan Pendidikan Bagi Lembaga Yang Kurang Mampu Bersaing	Build a brand A positive image of educational institutions in the context of marketing a better education is not easy. However, this does not mean that only certain educational institutions can build and create a positive brand image for the community.
S. Labaso	MANAGERIA: Jurnal Manajemen Pendidikan Islam	Penerapan Marketing Mix sebagai Strategi Pemasaran Jasa Pendidikan di MAN 1 Yogyakarta	MAN 1 Yogyakarta can be a model for the application of marketing mix theory as a marketing strategy in Islamic educational institutions, although on the other hand, there are still parts that need to be further developed, such as the availability of self-development facilities for students at MAN 1 Yogyakarta.
L. Andriyanto, S. Syamsiar, and I. Widowati	Jurnal Dinamika Sosial Ekonomi	Analisis Pengaruh Bauran Pemasaran (Marketing Mix 7-P) Terhadap Keputusan Pembelian Di Thiwul Ayu Mbok Sum	7P marketing mix (product, price, place, promotion, people, physical evidence, processes) have an effect on purchasing decisions, with the highest influence being dominated by the physical evidence variable and the lowest effect being the price variable
N. N. Sunariani	Jurnal Ilmiah Manajemen & Bisnis	Marketing Mix Dan Akreditasi Terhadap Keputusan Memilih	The marketing mix and accreditation has a positive and significant direct effect on the student's decision to choose Undiknas Denpasar
S. Sarifudin and R. Maya	Islamic Management: Jurnal Manajemen Pendidikan Islam	Implementasi Manajemen Pemasaran Jasa Pendidikan Dalam Meningkatkan Kepuasan Pelanggan Di Madrasah Aliyah Terpadu (Mat) Darul Fallah Bogor	The implementation of the education marketing mix at MAT Darul Fallah Bogor is as follows: First, from the product strategy offered by the MAT Darul Fallah school to customers globally, it can be realized in the school's vision.
N. Morgan, S. Katsikeas, and D. W. Vorhies	Journal of the Academy of Marketing Science	Export marketing strategy implementation, export marketing capabilities, and export venture performance	The implementation of a planned export marketing strategy effectively contributes to the export market and financial performance, and that marketing capabilities play a critical role in enabling the implementation of an effective marketing strategy in the operations of the export business.

TABLE 1: Table continued.

Author/s	Journal/Proceeding	Title	Conclusion
A. Khasanah	el-Tarbawi	Pemasaran Jasa Pendidikan Sebagai Strategi Peningkatan Mutu Di Sd Alam Baturraden	Education is a very urgent future investment. Therefore, it is very necessary to have a good quality education
E. Kustian, O. Abdurakhman, and W. Firmansyah	Tadbir Muwahhid	Strategi Pemasaran Jasa Pendidikan Dalam Meningkatkan Kuantitas Siswa	The implementation of the marketing Strategy using the marketing mix at the MA Daarul Uluum Bantar Kemang was very successful and effective, because with the products, promotions, places, prices, people, facilities and infrastructure, and processes owned by the MA Daarul Uluum can increase the number of student registrants. at each year.
R. M. Sari, S. Afriani, and T. Irwanto	IMA Journal (Business, Management, & Accounting Journal)	The Effect of Brand Image and Mix Marketing on Customer Loyalty in Pt. Sungai Budi Group Bengkulu	Brand images have a positive influence on customer loyalty, namely the higher/stronger the brand image level of PT. Sungai Budi Group Bengkulu will increase the customer loyalty of PT. Sungai Budi Group Bengkulu.
L. Kwok, Y. Tang, and B. Yu	International Journal of Hospitality Management	The 7 Ps marketing mix of home-sharing services: Mining travelers' online reviews on Airbnb	Through our analysis of 219,833 English Airbnb reviews found at SFO and 928,229 English Airbnb reviews in NYC. We understand very well the marketing mix on Airbnb listings — which is quite a revolutionary newcomer to the lodging industry.
P. Sudhana, L. Lukmandono, and R. Prabowo	Industri Inovatif : Jurnal Teknik Industri	Pengaruh Marketing Mix Terhadap Impulse Buying Dengan Niche Market Sebagai Moderasi Pada Industri Jasa Pendidikan	Universities are advised to make efforts other than a constant, continuous marketing mix such as training, seminars and open houses, in an effort to attract interest and convince potential customers (prospects).
F. Y. Rahman, L. N. Yulianti, and M. Simanjuntak	Indonesian Journal of Business and Entrepreneurship	The Influence of Marketing Mix and Word of Mouth Towards Brand Image and Usage of Online Bike Usage	Marketing mix and word of mouth variable both have a significant effect on brand image. They both have a big role in creating an image that can be stored in the mindset of consumers, so that consumers can easily describe a brand through marketing mix and word of mouth.
J. R. K. Wichmann, A. Uppal, A. Sharma, and M. G. Dekimpe	International Journal of Research in Marketing	A global perspective on the marketing mix across time and space	The marketing mix instrument and in the process has created value that has grown substantially in recent decades. Technology allows companies to leverage each instrument in the MM marketing mix for individual consumers (or smaller segments). In addition it has increased fragmentation in terms of a larger number of players making marketing decisions for a larger number of products and services at a greater, higher rate, higher frequency and finer granularity.

TABLE 1: Table continued.

Author/s	Journal/Proceeding	Title	Conclusion
J. M. T. Balmer, Z. Lin, W. Chen, and X. He	Journal of Business Research	The role of corporate brand image for B2B relationships of logistics service providers in China	The positive brand image of industrial companies from logistics brands has a beneficial impact on premium pricing and brand retention. Research reveals how the selection of industrial companies' brands is materially shaped by the company's brand image, moreover the selection process.
T. Kato and K. Tsuda	Procedia Computer Science	A Management Method of the Corporate Brand Image Based on Customers' Perception	Learning from imbalanced data is a relatively new challenge that has attracted growing attention from both academia and industry
F. Agmek, R. N. Wathoni, and A. S. Santoso	Procedia Computer Science	The influence of discount framing towards brand reputation and brand image on purchase intention and actual behaviour in e-commerce	The results of quantitative research on 307 respondents concluded that there was a significant influence between the hypotheses mentioned above. Because some e-commerce companies make discount framing to attract buying a product, it affects the purchase intention and actual behavior of consumers. This study shows the main issue of the desire to buy after seeing the discount framing offered by e-commerce.
T. Kato	Procedia Computer Science	Factors of loyalty across corporate brand images, products, dealers, sales staff, and after-sales services in the automotive industry	Even though the objective performance is high, there is a possibility that consumer perception is low. In fact, it becomes clear that the impression of quality is shaped not only by durability but also by innovation and comfort

5. Conclusion

The research reported here explores the implementation of marketing mix and brand image as a marketing strategy for educational services in Islamic educational institutions as evidenced by research and supported by various literatures. We highlight the fact that the implementation of the marketing mix and brand image as a marketing strategy for educational services has a very positive impact on the development of an Islamic educational institution. So far, it has been widely applied in various educational institutions, especially Islamic educational institutions because they see very tight competition in attracting consumers or customers of educational services.

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